



AMERICAN
LIGHTING
SUPPLY

ABOUT ENERGY
SAVINGS BID

SDG&E's Energy Savings Bid Program provides financial incentives for SDG&E non-residential customers who install qualifying new, high-efficiency equipment that generates 500,000 kilowatt-hours in energy savings per year.

Financial incentives are also available to smaller non-residential customers who join together to reach the annual 500,000 kilowatt-hours savings by lowering individual energy usage.

American Lighting Supply helps customers save over \$2 million on energy bills with SDG&E incentive programs

One of the largest lighting retrofit company in California, American Lighting Supply provides its customers with custom-tailored energy-saving lighting solutions by understanding and addressing specific customer needs. Through an innovative full-service "user-friendly" approach, American Lighting's energy-efficient lighting retrofit projects provide full turnkey solutions that take advantage of the most appropriate incentive/rebate programs offered by SDG&E®.

The customer comes first, according to Neil Miller, CEO of American Lighting. "No matter what their lighting needs or energy efficiency goals, we have the technologies and expertise to make it happen," says Miller. "We're in constant contact with SDG&E to make sure every possible cost savings is available and that the customer's return on investment is as quick as possible."

Customer education is key

In addition to thoroughly understanding each customer's operations and how they use lighting, the staff at American Lighting has also found that educating clients is a major part of the process. Miller says that most customers only think about the lamp cost and don't realize that electricity accounts for about 88 percent of the total cost for lighting. For that reason, American Lighting utilizes seminars and other innovative educational marketing techniques, along with case studies and testimonials, to help customers make informed decisions about energy-efficient lighting.

One of the most important participants in SDG&E's incentive/rebate programs, American Lighting Supply really shines when it comes to providing its customers with energy-efficient lighting projects that offer lower energy consumption and energy costs, a positive cash flow, less maintenance, a safer working environment and greater productivity.



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Energy Savings Bid

Businesses that participate in SDG&E's Energy Savings Bid (ESB) Program receive financial rewards based upon the amount of energy they save through equipment retrofits and upgrades.

How It Works

This flexible program is designed so that the customer proposes the incentive amount for their project. The recommended maximum project incentive is limited to the lesser of:

- 100% of the project's measure cost, or
- An incentive based on the following:

Lighting

Up to \$0.07 per annual kWh savings

AC & Refrigeration

Up to \$0.20 per annual kWh savings

Other Electric

Up to \$0.10 per annual kWh savings

Natural Gas

Up to \$0.80 per annual therm savings

Program Conditions

Applications for 2007 will be accepted until December 31, 2007 and all measures must be installed by the Implementation Deadline of December 31, 2008.

The savings proof is in the numbers

American Lighting is a driving force in SDG&E's energy-efficiency programs, finding innovative solutions to meet its customers very differing needs. In addition to energy efficiency, the firm is also making a significant, positive impact on businesses by saving customers money and improving the competitiveness of the San Diego region. From Jerome's Furniture, to the Padres Garage and the U.S.S. Midway Museum, American Lighting has brought value and efficiency to over 25,000 facilities in San Diego.

By participating in SDG&E's Energy Savings Bid Program, American Lighting Supply's aggregated lighting projects achieved annual energy savings of over 13.5 million kilowatt-hours in 2006, and reduced peak demand by more than 2,250 kilowatts. These efforts resulted in saving customers

over \$2 million on energy bills and contributed to a significant reduction in greenhouse gas emissions as well.

Success through working together

For American Lighting Supply and SDG&E, working together to help customers save energy on their lighting expenses has been an all around winning effort. Customers are more than pleased with the savings and rebates they receive, American Lighting can proudly point to their repeated success in helping clients lower their utility costs and be more competitive, and SDG&E has been able to significantly reduce the demand for energy throughout the region.

"There is so much to be gained through lighting retrofits, and SDG&E has such a gold mine of programs to help with the cost," says Miller. "It really shouldn't be a matter of 'if,' (lighting retrofit projects take place) but 'how soon.'"



Neil Miller - President

Jeff Wallin - CEO



To see how the Energy Savings Bid Program can work for your business, contact your SDG&E account executive, call 1-800-644-6133 or visit www.sdge.com/business.



Serving you today.
Planning for tomorrow.®